The ART of BEING AGREEABLE

Mrs. Gordon will ar wer inqui-ries addressed to her by readers. * Letters should enclose return *

many Americans make, to believe neglect.
that the accomplishment of note in case you did not stop in the street

They are the same individuals, who, while ardently desirous of being considered agreeable and valuable members of society, will not put pen to paper until fairly driver to an extremity, who as a result express themselves in writing both crudely and carelessly, and who placidly leave their invitations unanswered long after replies are impatiently expected.

patiently expected.

Indeed I do not stretch a point when I say that this culpable rudeness. Now you are sadly ignorant of one of the most important means to the end of gaining general esteem and a reputation for gracious good manners when you live oblivious of the fact that there are a dozen and one high social offices that your pen and only your pen can perform.

perform.

I am inclined to paraphrase the well known maxim and say that if you cherish the very excellent and worthy ambition of rendering yourseif agreeable in society, remember your pen will prove often a mightier agent for your good reputation than your tongue.

A Common Courtesy.

Common civility alone requires that you answer all hotes as expeditiously as though their contents had been addressed to you by word of mouth. I can find no plausible excuse for the usual method of treating social correspondence with less care than busi-

ness letters.

It makes no difference if you are a little incommoded in order to show this courtesy; you would wish the same considerate effort made in your own behalf. Your good breeding and your thought for the convenience of others is displayed in never keeping any one waiting.

To reply by return mail is none too soon to respond to an invitation, to a note of congratulation or query. Young people, in our country especially, take their epistolary responsibilities very

The reprehensible method is to let

the name of my casual guest fe first offense. I run a good strong line through the whole name for the second ogense. Life is too short and there acquire the proud and precious disond ogense. Life is too short and there are too many well bred, sweet natured men and women in this world, who will treat my notes with the politest consideration, to warrant a waste of time and temper on the individual who is too lazy, or too ignorant, to give my offers of hospitality or my words of inquiry due recognition.

acquire the proud and precious distinction of writing them easily and gracefully.

The ordinary note is slovenly. This may be sharp criticism, but it is none the less deserved.

If you wish to win golden opinions as inquire the proud and precious distinction of writing them easily and gracefully. inquiry due recognition.

elly slighting remark concerning Jews.
Beside her at the time had sat, as her honored guest, a man of science and essential to write simply.

sense to see that a 2-cent stamp can take the trouble to make herself in-often do more than the work of a call finitely agreeable by attention to the for her, and that hasty as she is in small social details; and always and speech, the posting of a note in time everywhere it is the details that count. can rectify her errors and serve as an olive branch in difficult moments.

quently for you.

When in doubt or when you are over engaged in business affairs drop many

Make them kind, cordial and explan-

atory.

They will save you priceless time, and, what is far more important, they will save the very precious feelings of the recipients. They serve to assure your friends that you are bearing them in mind, thinking of them, and sparing a moment to write out gracefully what you have not the opportunity to home. The charm of the janitor palls on us there, which seek through the world, we don't met with elsewner. Home? Horme? Horme? Call this a home? It's no place like horme! It's no-o place like horme!

last week's dinner party toward you. So, with a shudder, he tore it up should Mr. and Mrs. Brown hail the advent of a son that heir, or bewall the loss of the dining room wing by miliar.

+ t fire, send them a note to say he appropriately glad or sorry you feel

for and with them. T is more than a mistake, which many Americans make, to believe miss addressed to her by readers. When Miss Blank is entertaining a friend for a week and you are not able to pay your respects, pen your regrets. Don't forget to call and then compromise at the ninth hour by sending a box of roses. Perhaps you don't know it, but the note dispatched in goed time means a lot more to Miss Blank than costly and belated restitution for your neglect.

writing does not count. Carried to its utmost peint of polished perfection it does count enormously in making one liked and likeable. Try to write nice notes and many of them. Take your social correspondence very seriously. Don't-fall into the habit of writing in the slip-shod style of the present day and don't dodge your obligations as a correspondent.

I know so many men and women who scorn or disregard the efficacious services of the habit of acts at stems, should a contract the paints you take.

In case you did not stop in the street long enough to permit a word with a long enough to permit a wo

I know so many men and women who scorn or disregard the efficacious services of the humble 2-cent stamp, sheet of paper and envelope, and who blatantly brag that they avoid the duties of all save business and family correspondence as far as possible. They suffer nevertheless in consequence of their stupidity and neglect.

They are the same individuals, who, while ardently desirous of being considout in reality it is the longest way back to the re-establishment of sound rela-tions with your friends and to the pro-

How to Write.

Do not so depend on your torgue and the telephone and let your pen grow rusty. Write nice notes, The kind of note you write is the very surest hall mark of your breeding and education, it really speaks louder than words.

Say what you have to say briefly, and no matter if you are socially a beginner. or a veteran leader of fashionable so-clety do not fall into the common and vulgar habit of signing your commu-

nications, "Yours in haste," as a sort of an excuse for reckless composition or orthographic errors. You have no more right to use that disagreeable conclusion than you have to extend a soiled hand with assurance to extend a solled natio with that you have had no time to wash it.

For your own sake you cannot afford to express yourself in a careless, awkward fashion when you write. Your written words are more keenly scrutinized, more carefully remembered than what you say, therefore never write in hasie.

write in haste.

The typical American note is a docu-

The typical American note is a document for which I can easily blush. It is apt to be written on expensive paper, showing the latest mode in costly stamping, but its composition leaves nearly everything to be desired.

I can pick one or more such productions out of my mail nearly every morning. I wonder if their authors realize how disagreeably a scribbled, clumsily expressed, frequently document of this type appears to the rement of this type appears to the re-

The trouble is that most of them have The trouble is that most of them have very evidently been dashed off at top speed without any thought for the fact tha ta note can be made an advance agent for evil as well as good.

Like your voice, your smile, your bow, or your conversation the note is a means by which you can incur bitter enmities or gain warm friends.

Bret Harte, the novelist, knew this. He wrote his notes with all the care lavished on the composition of his in-

The reprehensible method is to let an occasion, requiring a few lines, grow cold before the lines are dispatched; to allow correspondence to pile up and then clear off the budget at long intervals by scrawling over a few sneets and posting dilatory compliments, regrets, acceptances and sympathies.

I am a hostess, and the friend of many hostesses, and I can vouch for the results of the above mentioned system. I like the prompt answer that is carefully written. I judge my new acquaintances by their replies to my notes. When my invitations are answered at leisure I put a star opposite the name of my casual guest for the maintained all his life that notes were very important documents, and I were very important documents, and I

a correspondent, understand here and now that there is such an accomplish-The Written Word.

A note in time, a few prettily expressed phrases, despatched at the psychologically important moment, will often save a most threatening situation when no other expedient can serve.

A case in point was exemplified in my own experience but recently.

In ow that there is such an accomplishment as charm of chirography.

I do not insist that anyone and everyone can learn to write so evenly and clearly that to peruse his or her notes will prove as much of a pleasure as to hear an agreeably modulated voice.

There is a very erroneous impression.

There is a very erroneous impression It was my neighbor who came in with a troubled face but a week ago. She had blundered shockingly, she feared unforgivably. At her own table she had been guilty of a careless and cruelly slighting remark concerning Jews.

An example of extravagant penman Xot until my neighbor was slipping into bed the same night did she realize how her slighting criticisms must have hurt both the man and his wife. She was aghast at her own rudeness, and in spite of the lateness of the hour and in spite of a storm outside, she went to her desk and wrote a little note to the wife of the Hebrew gentleman.

An example of extravagant penmanship is even now spread out before me. It is an excellent model of what a note should not be. The date and the adverse of the author's place of residence are both missing, and it required one half hour of painstaking study for me to fathom the meaning that should have been conveyed in the space of five minutes. I should like to make the author of that note understand that she is no more privileged to write

she went to her desk and wrote a little note to the wife of the Hebrew gentleman.

It was a brief but frank apology and she dressed herself and posted it while the zeal for restitution was strong upon her. She knew she could not call and talk so delicate a matter over, yet she wanted to apologize and the prompt and prettily phrased note gave her just the chance for peacemaking that she desired.

By breakfast time she knew that her missive would be in the hands of her recent guests and would show how prompt her repentance had been.

The following day a few written words came from the lady to whom the apology had been sent. She accepted it with charming grace, and thus the little incident was closed; no friendship had been impaired, no reputation injured, and all because of the few written words.

Here was a woman who had the good sense to see that a 2-cent stamp can offen do more than the work of a call

(Copyright, 1904, by the New York Learn, then, to let your pen act fre-quently for you. (Copyright All Rights Reserved.)

Mankind's Narrow Escape.

(Chicago Tribune.)

Mid modern conveniences though we may Be it ever so high-toned, it's no place like

what you have not the opportunity to say in person.

When to Write.

If you cannot call, when you know a call is absolutely requisite, spend fifteen minutes in penning a line that will warm the heart of the hostess of topical song!"

So with a shudder, he tore it im

The Lover's Revenge.

(Chicago Post.)

(Chicago Post.)

(Chicago Post.)

(Chicago Post.)

(Chicago Post.)

(Chicago Post.)

(Chicago News.)

Eve, having finished her ball gown of fig leaves, went aut in the fruit grove and proposal, the flirt deemed it tentions. I am a lawyer, you know."

"What of that?"

"What of that?"

"What are these, my dear?" asked Adam in surprise.

I promised to mobile point of proposal, the firt deemed it tentions. I am a lawyer, you know time to discourage him. "What of that?" time to discourage him.

"What of that?"

"I fear," she said, "that I have been thoughtless and have let our little affair assume too much seriousness."

"What of that?"

"What of that?"

"I have hoped to show you that I have been the discretion and ability to handle your divorce business when the time fair assume too much seriousness."

"What of that?"

"What of that?"

"What of that?"

"What of that?"

"What are these, my dear?" asked have the discretion and ability to handle your divorce business when the time you," replied Eve, sweetly, and then pair of black and white cats of the use?"

Do Skunks Climb Trees?

she went over and dressed Abel and variefy whose close acquaintance is never sought, and who are sometimes variety whose close acquaintance is never sought, and who are sometimes called American sable, sat on the limb of a tree by the side of a country road. And as they sat in silence there dashed

Look I

Monday morning from 9 to 12

A Grand Advance Sale 1904 Waist at \$1.73

Walsts, made in this season's most popular style, medium weight, trimmed with pearl but-Vergit, drinined with pear to tons, sizes 32 to 44, never sold for less than \$3.00. Monday morning, 9 to 12, Advance \$1.73 Be sure and attend this sale.

Look!

Monday morning from 9 to 12

Look! Monday morning from 3 to 12

Cloak Deptm't The Last Long **Cloth Special**

o'clock .

in Utah.

EASTER SOON

But are you ready? Have you decided on your Gown? Do you

Visit our **Pattern Dept**

LINEATOR and in the BUTety of up-to-date styles.

Look!

Monday morning from 9 to 12 o'clock

\$1.50 Values for \$1.15

Shoe Department.

SCHOOL SHOES, sizes 8 to 13. OUR SPECIAL THREE-\$1.15

Many clever styles in

White or Turquoise Blue

Linens, Dotted Swisses,

White Persian and Linen

Lawn Waists with large

The handsomest line

we have ever seen and

Bertha effects.

the Low Prices.

Of the Beauty of the White Goods we are so for-

tunate as to be able to place on early sale, there can

be no question. Every purchaser is enthusiastic. As

Look over the following items carefully. We quote

usual, F. Auerbach & Bro. lead in exclusive styles.

for this week the biggest bargains ever offered in

White English Nainsooks, and you will do well not to

let these offerings go by, as it is quite likely that we

will not be in a position to duplicate these special

10 pieces 40-inch wide Fine White India Linon, ular 30c quality, this week, per

Soft finished White English Nainsook, in 10-yard bo

A 25c quality White English Nainsook, in 12-yard holts, would sell regularly at \$3.00, this wee. \$2.15

For Children.

Heavy Cotton Hose, narrow ribbed, fast black, boys and girls, the best Hose you ever

prices for a year to come:

Look !

Monday morning from 9 to 12 o'clock

Gents' Furnishing Dept Special!

Gent's plain and fancy stripe cashmere Half Hose, sizes 915 to 11, regular 35c and 40c values. For

three hours only, SALE PRICE

LOOK!

Monday morning from 9 to 12

Kirk's Isle of Violet Household Ammonia.

Best grade, large 25c bottles, sale for three hours .13c

OUR SHOE **ADVANCE** STYLES

In LADIES', MISSES, BOYS' and CHIL-DREN'S FOOTWEAR JUST RECEIVED.

SPECIAL NOTICE.

WE SHOW THE BEST \$2.50 AND \$3.00 SHOES AND OXFORDS IN AMERICA. SEE OUR "SPECIAL FOR

BOYS," MONDAY MORNING, 9 SEE OUR "SPECIAL FOR GIRLS," MONDAY AFTERNOON, 2 UNTIL 5.

It Pays to Buy Footwear of Us.

IN OUR Boys' Clothing Gents' Furnishyou will be surprised at ? ing Dep't.

> ADVANCE SHOWING AND SALE OF BOYS WAISTS. We have just received our spring ship ment of Mother's Friend Waists made up in the very best quality of percales and madras. Our selection of colors and patterns for this season are unsurpassed anywhere MOTHER'S FRIEND BLOUSE

tached collars, sale

MOTHER'S FRIEND BLOUSE
WAISTS in light and dark percales, attached collars and cuffs,
age 3 to 10 years,
solo price 50c MOTHER'S FRIEND SHIR WAISTS, with attached starche SHIRT

collars, in assorted patterns, 4 to 12 years, sale 50c MOTHER'S FRIEND WAISTS, with detached SHIRT all sizes, in new, up-to-date pat terns, sale

50c BOYS' FAUNTLEROY WAISTS, with large sailor collars, richly embroidered, ages 3 to 8 years, in plain white and assorted

.50c patterns, sale price

4

LOOK! Monday afternoon from 2 to 5

Cloak Dep't. Dressing Sacques

Kimonas 50c.

LAST CALL.—Your last chance to buy flannelette Kimonas and Dressing Sacques for less than cost of material in them. Our entire stock must go-no reserve. day, 2 to 5 p. m., .50c at, each

LOOK!

Monday afternoon from 2 to 5

Gents' Furnishing Dep't.

SPECIAL-Men's heavy fleece underwear; the shirts with either single or double back and front; all ezes. Regular 65c and 75c values To chan up this stock we 35c will close at Half Price.... 35c

occasion. ONE MORE CASE CONTAINING 50 PIECES WHITE ENGLISH LONG CLOTH, 12 yards in each bolt, worth today \$1.50. For three hours, one bolt to a customer.

Monday our first show-

ing of the new 1904

Waist Styles, composed

of ideas brought out by

the world's most noted

The character and in-

dividuality of the many

exclusive styles will be

very noticeable, in fact

Importations

Are Coming by every Freight

and Express.

this season to add most materially to its prestige.

Our buyer has bought without stint everything desir-

able in the line, and you will find here what you are looking for-if it's to be found at all.

A bewildering profusion of dainty Ideas in the new washable weaves, on display and sale Monday at such low prices as will tempt you to buy now for the coming season. Here are two of the biggest bargain lots

30 pieces Imported Dotted Silk Mulls, for evening dresses—in cream, white, pink, old rose, light blue, lavends, green, champagne, tan, navy red or black, value 50c, this week, per yard... 350

For Ladies.

Ladies' extra quality fine imported Maco Cotton Lace Hose, full regular made, in all sizes, a great va-

riety of beautiful designs to choose from, best 5 0c values, at

ver offered over a Wash Goods Counter:

Notable as this department has become, we expect

a study in itself.

designers.

TERICK PATTERNS a great vari-A Tremendous Volley of

Bargains in New Goods

in every department all over the house. They will be sold cheap right at the start.

Come and see the biggest store full of New Spring Merchandise at the Lowest Prices

NEW WAIST MODES FOR 1904.

New Hosiery for Ladies' & Children

WE HAVE CONTRACTED EARLY FOR THIS IMMENSE SHIPMENT OF NEW IMPORTED AND DOMESTIC HOSIERY, THEREBY AVOIDED THE GREAT RAISE OF PRESENT PRICES, AND ENABLED TO OFFER YOU GREATER VALUES THAN EVER BEFORE. THERE'S A SAVING OF ONE-

FOURTH TO ONE-THIRD IN OUR THIS WEEK'S HOSIERY OFFERS. HERE ARE A FEW OF THE MANY:

Up to 40c Grades, at

New Wash Goods New White Goods

Fired at Salt Lake Buyers Monday. More New Goods to the fore--this week--

COTABLISHEU 1004

Special in our **Dress Goods** Dept.

PLAIDS, DIAGONAL SUITINGS and CASHMERES, in all shades of blue, tan, green, red, gray and brown; all double fold, 27 to 30 inches wide, regular values 15c and 20c. On sale for three hours LIMIT, ten yards to a customer

Rarest Values in

Wool Dress

Goods.

All the new colorings are included and many novel effects. New French Voiles

Solution of the second quality, in all shades, includin black; on sale at,

\$44in. Strictly all-Wool Sheer Voiles. In all the wanted colors, including black. A RARE BARGAIN. On sale at,

44-in. Two Tone Novelty imported Voiles.

In colorings blue and white, brown and white, green and white, tan and white, gray and white. On sale at, a \$1.00

344-in. Imported Voiles 3 shades, the latest and most popu-lar fabrics, for swell street and

evening gowns. On

sale at, a yard \$1.10 Knitted Underwear.

Spring Weight for Ladies' at Extremely Low Prices.

Ladies' white Jersey ribbed vests, with high neck and long sleeves, a splendid lightweight, 35c grade, in all sizes, Ladies' extra quality HARVARD MAKE, hand-finished fine Jersey ribbed vests, with long or short sleeves, and pants or tights to match, in spring weight, all sizes. the greatest bargain value ever bought,

65c Sample Sale.

underwear samples, hundreds of them to choose from, ALL KINDS, ALL SIZES, ALL STYLES, on sale Monday and balance of week mill cold—

AT HALF REGULAR VALUES.

Look !

Monday afternoon from 2 to 5 o'clock

CHINA SILKS. CHINA SILKS-27-inch China silks in all colors, including black, white and cream, suitable for laand children's evening dies' and children's evening dresses, lightweight linings, trimmings, draperies and fancy work of all kinds, a silk that never comes amiss and sells everywhere at 75c per yard; on sale Monday from 2 to 5 p. m., limited twelve yards to a customer, at the low price of a

48c per yard

Look! MONDAY AFTERNOON FROM 2 to 5 O'CLOCK.

SPECIAL IN OUR MIL-LINERY DEPT. No. 60 Taffeta ribbons, all silk, worth 20c, for-

izc a yard

Ladies' fast black Maco Cotton Hose, in plain, lace ribbed or with balbriggan soles, a great variety in all sizes, of the most superior values, Ladies' fast black seamless Cotton Hose, with de ble sole, all sizes, a splendid 15c stocking.

...390

12½C LOOK! LOOK! Monday afternoon from 2 to 5 Monday afternoon from 2 to 5 o'clock

THE MOST ASTOUNDING Beautiful **Bedspread Special** Stock OF THE CENTURY. Collars. 100 extra size, fringed, colored and white Bed Spreads, measure 88x82 inches, in navy and white, red and

white, pink and white, light blue and white, brown and white, or all white, all new patterns—cheap at \$1.50—for the above 3 hours, at the crowd-bringing price of— 19c Each. In this 3-hour sale you have 98c Each. Land Tid a customer.

LOOK!

Monday afternoon from 2 to 5 o'clock \$1.50 Values for \$1.15 MISSES' SHOES, SIZES 111/2 TO 2. In Our Shoe Dep't

> Our Special 3-Hour Price-\$1.15